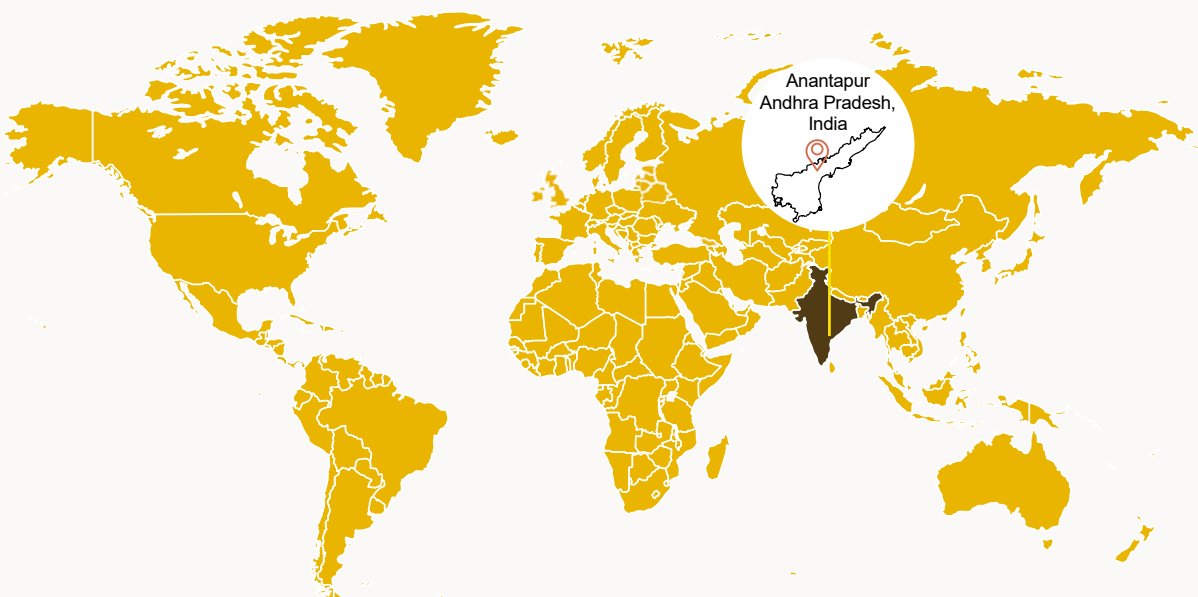


Grandeur of Anantapur, Andhra Pradesh

Entry of Grand Naine banana is changing the market dynamics



The fruits of Grand Naine Banana variety are prolific bearer, long cylindrical fruits with less curvature, attractive yellowish green in color, delicious to eat and keeping quality of the fruit is high compared to other native varieties. Each bunch contains 10 to 12 hands with 175 to 225 number of fruits. Tissue cultured plants are very healthy & resistant to diseases. It is also high yielding giving on an avg. of 30 kg per plant.



Fact

Andhra Pradesh has the advantage of being in the geographical vicinity of high priced market in the Middle East which opens up huge opportunity for investment.

Banana Profile

Bananas are the fourth most important food crop after wheat, rice, and maize in terms of production and are the world's favourite fruit in terms of consumption quantity. Bananas come from a family of plants called Musa that are native to Southeast Asia and grown in many of the warmer areas of the world.



India is the world's leading producer of bananas, accounting for nearly **25.7%** of the total output with a production of more than **35 million metric ton** from an area of **0.96 million hectares in 2021-22**, followed by China and Indonesia. ”

Production and Varieties

Banana is one of the growth engine crops in Andhra Pradesh being cultivated in an area of 0.98 lakh hectares with the annual production of 58.35 lakh metric tons in 2020-21.

Major Varieties in Anantapur: Grand Naine, Red Banana, Karpura Chakkarakeli, Amrithapani, Budida Chakkarakeli, Tella Chekkarakeli, Sugandhalu & Rasthali

Facts

- In India, Andhra Pradesh as a State stands 1st in Area & Production of Banana.
- Andhra Pradesh state has the advantage of round the year fruit availability, less usage of chemicals, and can harvest 3 crops in 2 years.
- Andhra Pradesh State has more area under Grand Naine with Drip irrigation and more suitable for export when other countries production is meagre.

Nutrition facts and Health Benefits

Serving size per 100 gram

- Water: 74.91 gram
- Protein: 1.09 gram
- Carbohydrates: 21.07 gram
- Fat: 0.33 gram
- Dietary Fiber: 2.60 gram



Protein Rich

Theni Bananas contain tryptophan, type of protein that the body converts into serotonin known to make you relax and feel happier.



Digestive Health

The banana not only neutralizes over-acidity and reduces irritation by coating the lining of stomach; it also helps people trying to give up smoking. The B6, B12 vitamins with potassium and magnesium contained in the fruit helps the body to recover from the effects of nicotine withdrawal.



Heart Health

Bananas are high in potassium, a mineral that promotes heart health and normal blood pressure. In addition, bananas contain antioxidant flavonoids which is also associated with significant decrease in heart disease risk.



Improve blood sugar levels

Bananas are rich in soluble fiber. During digestion, soluble fiber dissolves in liquid to form a gel.



Anti-oxidants

Bananas are excellent sources of dietary antioxidants and contain several types of potent antioxidants, including flavonoids and amines

Value addition in Banana

Flour

Flour can be produced from bananas to different degrees of fineness. The product is like wheat flour but economical and affordable with high nutritive value

Bakery

The flour of banana can make bread, cakes, pancakes, cookies and all other pastries people have come up with. If you can work it into a dough, banana flour fits.

Crisps

Eggs and kachumbari are ok. But crisps will always be the top snack food. They can be made from bananas. The fruit is sliced and fried into crisps just as potatoes are.

Others

- Jam
- Puree
- Chutneys

Export Potential and its requirements

Leading Exporting Countries	Global Ranking (Value)	Exports Volume and Value (2020)
Ecuador	1	\$3577 Mn 7.03 Mn MT
Philippines	2	\$1607 Mn 3.72 Mn MT
Costa Rica	3	\$1080 Mn 2.62 Mn MT
Colombia	4	\$913 Mn 2.03 Mn MT
Guatemala	5	\$845 Mn 2.5 Mn MT
India	21	\$100 Mn 0.20 Mn MT

Source ITC Trademap, Banana = HS code 080390

Requirements

- Avg. Maturity of the Banana -80-85%
- Avg. weight of the Box -13.5 kg (not a bunch)
- Container temperature to be maintained at 14.5°C
- Relative Humidity is to be maintained at 90-95%
- PUF insulated reefer containers-20 ft/ 40ft

Mode of Transport

Nearest Port

Krishnapatnam, Chennai, Visakhapatnam

Kisan Rail

Rail transport is newer and available at Tadipatri Jn. in Ananthapur.

Road Transport

Road transport is the prevalent transport. More than 90% of banana trade happening through road only.

Scan the QR code to get the list of Exporters



Relevant Agencies and Schemes



Ministry of Agriculture & Farmers' Welfare

Scheme: Cluster Development Programme, Mission Organic Value Chain Development for North Eastern Region (MOVCD)
www.agricoop.nic.in



Ministry of Food Processing Industries

Scheme: PMFME, Operation Greens, APC, Integrated Cold Chain & Value Addition, Forward & Backward Linkages
www.mofpi.gov.in



Agricultural and Processed Food Products Export Development Authority

Scheme: Agriculture & Processed Food Export Promotion
www.apeda.gov.in



भाकृअनुप - राष्ट्रीय केला अनुसंधान केंद्र
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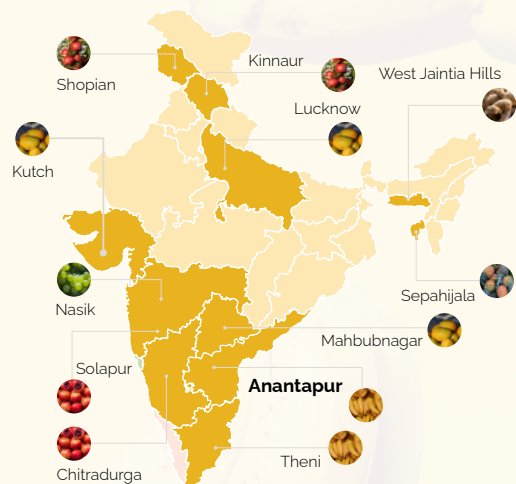
Horticulture Cluster Development Programme

The Ministry of Agriculture and Farmers Welfare (MOA&FW), Government of India, has announced Horticulture Cluster Development Programme to enhance the global competitiveness of the Indian horticulture sector. The National Horticulture Board has been designated as the Nodal Agency for implementation of Cluster Development Programme as a component of Central Sector Scheme of NHB.

The Cluster Development Programme (CDP) is designed to leverage the geographical specialisation of horticulture clusters and promote integrated and market-led development of preproduction, production, post-harvest, logistics, branding, and marketing activities.

MoA&FW has identified 55 horticulture clusters, of which 12 have been selected for the pilot launch of the Programme

Based on the learnings from the pilot project, the programme will be scaled up to cover all 55 clusters. The experiences gathered from the implementation of the pilot phase will provide policy insights and field level learnings that will help in better implementation of programme in all horticulture clusters across India.



Identified clusters for pilot phase

For all the 12 Clusters, National Horticulture Board has appointed Cluster Development Agencies in respective States. Andhra Pradesh Horticulture Development Agency has been appointed as Cluster Development Agency for Anantapur Banana Cluster, Andhra Pradesh.

For more details, Kindly scan the QR Code



Why to invest in Cluster Development Programme

01

Located in well established horticulture cluster

02

Options to invest in any or all three verticals:

- Pre-Production & Production
- Post Harvest Management & Value Addition
- Logistics, Marketing & Branding

03

Upto 100 Cr of Financial Assistance (based on area)

04

Convergence of schemes of various Ministries of Govt

05

One Stop Solution for complete value chain of the commodities

06

State government support in setting up of the project

Provide your contact details here

Contact Us



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